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Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claim in the application:

1. (Currently Amended) A system for launching an advertisement on a computer, comprising:

a computer having an audio input interface and a display;

an audio output acoustically coupled from a broadcast receiver of a broadcast source to said audio input interface for providing an audio signal having encoded therein advertisement information that is comprised of both advertising content and control information;

a computer program operable on said computer and responsive to said audio signal output from said receiver of said broadcast source to allow said computer program to be controlled by said advertisement information based upon the received control information, said program comprising:

a program for accessing the advertising information coupled from said receiver of said broadcast source,

means a decoder for decoding advertising information encoded in said audio signal, and

means for launching said advertisement of decoded advertising content on said display of said computer under the control of said decoded control information.

2. (Previously Presented) The system of Claim 1, wherein said audio input interface comprises:

a circuit for converting said audio signal output coupled from said receiver of said broadcast source into digital form for processing by said computer.

Claim 3 (Original): The system of Claim 2, wherein said circuit comprises:

an audio circuit having an input coupled to a microphone and an output; and

an A/D converter coupled to said output wherein an output of said A/D converter is coupled to a system bus of said computer.

4. (Previously Presented) The system of Claim 1, wherein said audio signal comprises:

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an advertisement coupled with a sound effect selected from the group consisting of clapping, clicking, whistling, audible tones, subaudible tones, superaudible tones or a combination thereof.

Claim 5 (Original): The system of Claim 1, wherein said audio output comprises:

a broadcast or recorded program including said advertisement encoded in an audio component of said program.

Claim 6 (Original): The system of Claim 1, wherein said audio output comprises:

an audible signal for initiating execution by said program in said computer.

Claim 7 (Currently Amended): The system of Claim 1, wherein said advertisement information includes:

information selected from the group consisting of product identity, product description, manufacturer identity, advertising messages or program execution commands.

Claim 8 (Canceled)

Claim 9 (Original): The system of Claim 8, wherein said means for launching comprises:

means for coupling said computer to said display.

Claim 10 (Currently Amended): A method for launching an advertisement on a computer comprising the steps of:

providing a computer having an audio input interface responsive to an audio signal output from a broadcast receiver of a broadcast source and a display coupled to the computer;

5   receiving the audio signal output having advertising information encoded therein at the audio input interface that is comprised of both advertising content and control information and decoding the advertising information for processing by the computer;

initiating execution of a computer program on the computer responsive to the audio

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signal having the encoded advertising information by the steps of:

10   interpreting the decoded advertising information received during the receiving step to determine if the decoded advertising content is to be displayed based upon the decoded control information, and

launching a display of the decoded advertising content upon the display wherein the decoded control information is determined to indicate such.

11. (Previously Presented) The method of Claim 10, wherein the step of providing a computer comprises the steps of:

providing an audio input interface for receiving the audio signal output from the receiver of the broadcast source;

5   converting the received audio signal to a form readable by the computer; and transmitting converted audio signal information to the computer.

12. (Previously Presented): The method of Claim 11, wherein the step of providing an audio input interface comprises the steps of:

providing an audio circuit having an input coupled to a microphone and an output; and

5   coupling an A/D converter between said output of said audio circuit and a system bus of said computer.

13. (Previously Presented) The method of Claim 10, wherein the step of receiving comprises the steps of:

receiving a broadcast or recorded program source having encoded therein advertising information selected from the group consisting of product identity, product description, manufacturer identity, advertising messages or program execution commands.

14. (Previously Presented) The method of Claim 10, wherein said audio signal output comprises:

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a sound effect selected from the group consisting of clapping, whistling, audible tones, subaudible tones, superaudible tones or a combination thereof.

Claim 15 (Canceled)

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